



Joe Shields, MBA
President & Co-founder
Health Accelerators LLC

As an EMMY-award winning filmmaker and digital pioneer, Joe Shields infuses storytelling with technology to systematically move audiences to action. Applying his unique perspective to business, he has led global marketing, new product development, digital strategy and enterprise innovation for Fortune 100 companies in specialty chemicals, telecommunications, biopharmaceuticals, medical devices and diagnostics.

He is currently President and Co-founder of Health Accelerators, a business-to-business marketing services agency supporting suppliers to life sciences companies. The Health Accelerators team combines a deep understanding of global biopharmaceuticals, medical devices and diagnostics with a broad range of experiences on the supplier side, primarily developing and marketing technology-driven products and services.

In previous roles at AstraZeneca Pharmaceuticals, Joe co-designed and directed the (non-drug) global innovation process and team. He led digital strategy and connected devices for the global Respiratory portfolio, and provided business strategy, planning and measurement support for customer-centric projects in key markets around the world.

Before AZ he managed global marketing and charted the course for new digital product development at LifeScan, a Johnson and Johnson company focused on diabetes monitoring and management.

Prior to LifeScan, Joe was Director of Worldwide Innovation at Pfizer, creating the company's approach, partner strategy and engagement plan for its *Connected Health* platform. Previously at Pfizer (formerly Wyeth), he led Consumer Marketing for ENBREL, the most prescribed biotech medicine in the world at the time.

Joe also held various marketing, communications, technology and innovation roles at Astra Merck, Qwest Communications and Rohm and Haas Company (now DOW Chemical).

He earned a BA from Temple University, an MBA from the Pennsylvania State University, and two EMMY awards. Joe's portrait, wildlife and landscape photos have been published in several books and national magazines.

More at www.linkedin.com/in/joeshields.